

LIST OF "AGRICULTURAL OUTLOOK" PUBLICATIONS  
PREPARED BY STATE EXTENSION SERVICES

UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service  
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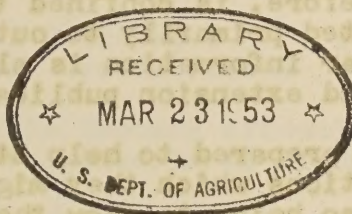
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Annual outlook bulletins and circulars

General economic and outlook periodicals

Timely outlook digests of a general  
nature

Timely outlook digests of a commodity  
nature



Assembled by

Farm Management and General Economics Section  
Division of Agricultural Economics



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At the 1952 Annual Outlook Conference State extension economists had a large display of outlook publications from the 48 States, and a half-day program devoted to discussing their preparation and use. The following list has been prepared from the materials displayed at that time. It probably does not give a complete listing for some States, but it does reflect adequately the type and volume of work being done.

Outlook information work, as conducted by the State extension services, is a program involving a continuous release of economic information bearing on expected changes or trends in the agricultural situation. Both research and extension economists participate in the preparation of the releases, and in using them with county workers and farm leaders. Other staff workers join in making wide use of this information.

Some releases are prepared for the public in general, and some for special groups, or for specific purposes. Outlook work usually includes the preparation of annual outlook statements; a series of current releases; timely digests on special problems; and handbooks, charts, and slides for use by the extension staff as a whole.

Much of the information prepared is released through the press, with special articles written for farm papers, and the daily and weekly newspapers. Continuous use is also made of farm flashes released through the mediums of radio and television. It is difficult to identify and prepare a quantitative report on these last activities even though they constitute an essential and effective part of the total program.

This report, therefore, is confined to four types of economic publications devoted primarily to outlook information, recognizing that similar information is also carried in many other general college and extension publications not mentioned.

The list has been prepared to help State workers locate the source of publications which they might wish to receive regularly. It also helps to show the wide spread of outlook information resulting from the activities of the 48 States and the 3 Territories. Federal publications, from which much of the basic data are obtained, and county releases are not included.



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I.

Annual Outlook Bulletins and Circulars

In most States a general annual statement is prepared summarizing the outlook for agriculture in the year ahead. In about half of the States this statement is released as a special bulletin or circular. Fairly wide distribution is given to these annual bulletins, as indicated by the numbers published. Several States put out an annual outlook issue of their regular monthly periodical (Section II), and some States prepare annual outlook bulletins for specific commodities (Section IV).

<u>State</u>	<u>Name of Publication</u>	<u>Volume</u>
Arizona	Agricultural Outlook	1,000
	Arizona Agriculture	6,000
Delaware	1952 - Outlook - briefly speaking	3,000
Florida	Looking Ahead for Florida Agriculture (summer)	3,000
	Agricultural Outlook for Florida Farmers (late fall)	500
Georgia	Georgia Agricultural Outlook	5,000
Kentucky	What's the Outlook?	6,000
Louisiana	Louisiana Farm and Home Situation	50,000
Maryland	Agricultural Outlook, 1952 - Income - Cost - Real Estate Prices	500
	Basic Economic Factors Affecting Demand for Agricultural Products	500
Massachusetts	Looking Ahead with Rural People Special Cir. 179	
Minnesota	Looking Ahead to 1952 - Ext. Pamphlet 180	10,000
Mississippi	Looking Ahead for Farming and Family Living	3,000
	Digest of the Farm and Home Outlook	3,000
	Mid-Year Mississippi Farm Outlook Situation	3,000
Missouri	Annual Outlook	1,000
	Semi-Annual Outlook	300

Nebraska	Looking Ahead to 1952	3,000
New Jersey	1952 Agricultural Outlook	10,000
North Carolina	Annual Outlook Statement	10,000
North Dakota	Outlook for Farming in 1952	7,500
South Carolina	Agricultural Outlook	30,000
South Dakota	South Dakota Annual Outlook - leaflet	20,000
Tennessee	Looking Ahead with Tennessee Farm Families	25,000
Texas	A Look Ahead for Texas Rural Families	12,000
Vermont	Forecast for 1952	13,000
	Farm Mobilization - The 1952 Production Goals	19,000
Wyoming	Annual Agricultural Situation for Wyoming	1,000

## II.

### General Economic and Outlook Periodicals

More than half of the States have economic and outlook periodicals which are issued several times during the year - weekly, monthly, bi-monthly, quarterly, or irregularly. Some of these publications are primarily of an outlook nature. Others are largely a medium for discussing economic problems and results of studies, with outlook material and price data carried as a part of most issues. In several States one issue is devoted entirely to the general outlook for the year ahead. Mailing lists for most of these periodicals are built up on the basis of requests received.

<u>State</u>	<u>Name of Publication</u>	<u>Frequency</u>	<u>Volume</u>
Arkansas	Arkansas Extension Economist	Monthly	10,000
Hawaii	Agricultural Outlook	Monthly	1,300
Idaho	Economic Facts for Idaho Farm Families	Bi-monthly	5,750
Illinois	Illinois Farm Economics		
Indiana	Economic and Marketing In- formation for Indiana Farmers	Monthly	20,000
Iowa	Iowa Farm Economist	Monthly	



Kansas	Marketing Information for Kansas Farmers	Monthly	10,000
	The Kansas Agricultural Situation	Monthly	17,000
Kentucky	Farm Economic Information	Bi-monthly	600
Louisiana	Louisiana Rural Economist	Quarterly	
Massachusetts	Farm Economics Facts	Monthly	975
Michigan	Michigan Farm Economics	Monthly	13,000
Minnesota	Farm Business Notes	Bi-monthly	1,700
Montana	"Looking Ahead with Montana Farmers and Ranchers"	3 times a year	32,000
Nebraska	Notes on Nebraska Farm Business	Monthly	3,000
New Jersey	Farm Economic Situation	Quarterly	1,100
New York	Farm Economics	8 to 10 per year	8,500
North Carolina	Tar Heel Economist	Monthly	4,000
Ohio	Timely Economic Information for Ohio Farmers	Monthly	17,500
Oklahoma	Current Farm Economics	Bi-monthly	3,500
	Farm Business Facts	Bi-monthly	
Oregon	Oregon Agricultural Situa- tion and Outlook	8 per year	18,000
Pennsylvania	Farm Economics		
South Dakota	South Dakota Farm and Ranch Economic Review	Quarterly	600
	South Dakota Farm and Ranch Outlook Letter	Weekly	900
Utah	Let's Look Ahead	Weekly	1,500
Virginia	Virginia Farm Economics	Quarterly	2,000
Washington	Keeping up on the Farm Outlook	Monthly	9,000
Wisconsin	Economic Information for Wisconsin Farmers	Irregular	5,000



III.

Timely Outlook Digests of a General Nature

Timely digests of a general nature summarizing the high lights of the current situation are becoming increasingly popular in the outlook program. Most of these are issued monthly, a few weekly, and some bi-monthly or quarterly. Many of them consist of a single sheet, which can be quickly and easily read. These digests started as a service to county agents, but many have been expanded by popular request to include other people.

<u>State</u>	<u>Name of Publication</u>	<u>Frequency</u>	<u>Volume</u>
Alabama	Market Letter to County Agents	Weekly	
California	Economic Briefs	Monthly	Limited
Connecticut	Outlook Summary and High-lights	Quarterly	60
Delaware	Farm Facts in Brief	Monthly	30
Georgia	Farm Economic Briefs	Monthly	900
Hawaii	Agricultural Economics Newsletter	Monthly	Limited
Illinois	Illinois Farmer's Outlook Letter	Weekly	9,000
Iowa	Iowa Farm Outlook Letter	Weekly	2,000
	Letter to Bankers	Monthly	4,500
Kentucky	Notes on the Kentucky Agricultural Situation	Monthly	2,100
Louisiana	The Louisiana Farm Outlook	Monthly	460
Maine	Economic Information Letter	Monthly	60
	Letter of Economic Facts	Monthly	2,100
Maryland	Fact Sheet	Monthly	
Massachusetts	The "Whethervane"	Weekly	215
Missouri	The Farm Outlook	Monthly	7,000
New Hampshire	New Hampshire Briefs	Bi-monthly	75
New York	Current Prices and Costs	Monthly	600
	Economic Facts for Young Farmers	Monthly	600



Ohio	Econogram	Weekly	4,700
South Carolina	Farm Situation and Outlook	Monthly	1,200
Texas	Economic Facts and Opinions	Monthly	475
Vermont	Farm Price Report	Monthly	800

#### IV.

#### Timely Outlook Digests of a Commodity Nature

Many types of agriculture are specialized, and call for information of special interest to dairymen, fruit growers, poultrymen, livestock feeders, vegetable growers, cotton and wheat farmers, etc. To meet the demands of special interest, a number of States issue timely digests of a commodity nature. The frequency and timing depend on the nature of the commodity, and the marketing season. They are prepared primarily by the marketing economists as an aid to farmers in buying and selling. The volume is largely based on request and the needs vary greatly with commodities.

<u>State</u>	<u>Name of Publication</u>	<u>Frequency</u>	<u>Volume</u>
Arizona	Cotton Situation	Monthly	1,000
	Beef Cattle Situation	Monthly	1,500
Connecticut	Dairy Marketing	Monthly	600
	Poultry Marketing Statistics	Monthly	200
	Cigar Leaf Statistics and Outlook	Semi-annual	1,000
	Fruit Letter	Annual	650
Illinois	Livestock Outlook News	Annual	25,000
Kansas	Kansas Market Comments	Weekly	2,500
Maine	Timely Topics for Poultrymen	Monthly	3,000
	Broiler Growers' Letter	Quarterly	1,700
	Forestry Facts	Monthly	3,000
Maryland	Outlook for Poultry and Eggs	Annual	500
	Vegetable Marketing Prospects	Annual	500
	Fruit Marketing Prospects	Annual	500

Massachusetts	Fruit and Vegetable Marketing	Monthly	650
	Dairy Digest	Monthly	2,000
	Featheredfax	Monthly	2,535
	Fruit Notes	Monthly	1,225
New Mexico	Wheat Situation and Outlook	Annual	
	Apple Situation and Outlook	Annual	
New York	Marketing Information (fruits and vegetables)	Irregular	300
	Milk Market Review	Monthly	1,000
	Poultry and Eggs	Bi-weekly	2,240
North Carolina	Cotton News Letter	Twice month	2,500
North Dakota	Commodity Situation	Irregular	
Ohio	"Facts" series on various commodities	1 or 2 a year	10,000
Oregon	Commodity Review (Ten issued each week, each devoted to a particular group of commodities)	Weekly	500
Pennsylvania	Marketing Information (various commodities)	Monthly	
South Dakota	Livestock and Feed Outlook (fall 1952-53)	Yearly	500
Texas	Wheat Marketing Notes		
	East Texas Fruits and Vegetables	Weekly	
Utah	Alfalfa Seed Outlook	Yearly	
Virginia	Market Review of Peep and Moo	Monthly	2,500
	Dairy Outlook	Yearly	8,000
	Poultry Outlook	Yearly	8,000
Vermont	Dairy Marketing Letter	Monthly	800